

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
NEW JERSEY	7,730,188	8,414,350	8,648,219	9,037,548
MEDIAN AGE (YRS)		36.8	37.7	39.0
MIDDLESEX, NJ	1,019,745	1,169,641	1,218,218	1,299,788
MEDIAN AGE (YRS)		36.5	37.4	38.8
HISPANICS (ANY RACE)		131,122	143,363	164,187
STATE'S PERCENTAGE		11.21%	11.77%	12.63%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	863,903	880,487	911,593
MSA'S PERCENTAGE	73.86	75.28	77.94
MEDIAN AGE (YRS)	38.9	40.1	42.0
BLACK/AFRICAN-AMERICAN	93,606	101,751	112,127
MSA'S PERCENTAGE	8.00	8.70	9.59
MEDIAN AGE (YRS)	31.7	32.5	33.8
AMERICAN INDIAN/NATIVE	2,065	2,293	2,726
MSA'S PERCENTAGE	0.18	0.20	0.23
MEDIAN AGE (YRS)	28.8	28.3	28.2
ASIAN	131,501	147,628	174,298
MSA'S PERCENTAGE	11.24	12.62	14.90
MEDIAN AGE (YRS)	31.3	32.6	35.3
HAWAII/PACIFIC ISLANDER	456	477	548
MSA'S PERCENTAGE	0.04	0.04	0.05
MEDIAN AGE (YRS)	29.0	27.9	27.7
OTHER	51,946	57,555	66,767
MSA'S PERCENTAGE	4.44	4.92	5.71
MEDIAN AGE (YRS)	26.4	27.6	29.4

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	97,002	102,144
SUBURBAN	1,119,708	1,196,100
RURAL	1,508	1,544

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN		-----	
PER CAPITA	\$73,864	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$25,383,545,000	\$32,455,195,000	27.86%
FOOD AT HOME TOTAL	\$2,580,876,400	\$3,020,968,800	17.05%
FOOD AWAY FROM HOME TOTAL	\$2,626,609,400	\$3,298,764,300	25.59%
FOOD AS % OF TOTAL EXPENDITURES	20.52%	19.47%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$534,610,400	\$635,216,300	18.82%
FISH & SEAFOOD PRODUCTS	\$62,647,600	\$72,486,200	15.70%
FRUITS & VEGETABLES	\$318,905,500	\$367,923,100	15.37%
DAIRY PRODUCTS	\$285,306,300	\$331,488,700	16.19%
BAKERY PRODUCTS	\$300,947,900	\$340,957,500	13.29%
CEREALS & PRODUCTS	\$146,890,400	\$177,092,000	20.56%
PREPARED FOODS	\$361,754,000	\$426,080,700	17.78%
JUICES	\$90,209,900	\$104,384,100	15.71%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$161,491,600	\$224,860,300	39.24%
FAST FOOD	\$70,806,100	\$95,694,400	35.15%
FULL SERVICE	\$90,685,500	\$129,165,900	42.43%
LUNCH	\$603,105,200	\$755,861,100	25.33%
FAST FOOD	\$349,256,900	\$427,576,500	22.42%
FULL SERVICE	\$253,848,200	\$328,284,600	29.32%
DINNER	\$967,584,600	\$1,239,773,700	28.13%
FAST FOOD	\$325,737,000	\$400,331,000	22.90%
FULL SERVICE	\$641,847,600	\$839,442,700	30.79%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,228	\$1,370	11.56%
POULTRY	\$429	\$479	11.66%
EGGS	\$61	\$66	8.20%
FISH & SEAFOOD			
FRESH	\$89	\$96	7.87%
FROZEN	\$32	\$38	18.75%
CANNED	\$22	\$23	4.55%
FRUITS / VEGETABLES			
FRESH	\$546	\$596	9.16%
CANNED	\$79	\$89	12.66%
FROZEN	\$81	\$83	2.47%
OTHER	\$27	\$26	-3.70%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$188	\$203	7.98%
CHEESE	\$179	\$185	3.35%
ICE CREAM	\$108	\$117	8.33%
BUTTER / MARGARINE	\$56	\$68	21.43%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$555	\$592	6.67%
COOKIES	\$95	\$99	4.21%
CRACKERS	\$42	\$44	4.76%
CEREALS & PRODUCTS			
CEREALS	\$178	\$190	6.74%
PASTA PRODUCTS	\$67	\$79	17.91%
FLOUR & MIXES	\$38	\$46	21.05%
RICE	\$53	\$66	24.53%
PREPARED FOODS			
SNACKS/CHIPS	\$137	\$159	16.06%
JUICES	\$207	\$225	8.70%
FROZEN/PREP. OTHER	\$101	\$117	15.84%
SOUPS	\$74	\$86	16.22%
SAUCES & GRAVIES	\$72	\$72	0.00%
BABY FOOD	\$52	\$58	11.54%
FROZEN MEALS	\$40	\$45	12.50%
NUTS	\$36	\$39	8.33%
SALADS	\$33	\$40	21.21%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch